

Peru - Trujillo

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Peru – Trujillo GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Peru could include in a comprehensive tobacco control program. The Peru – Trujillo GYTS was a school-based survey of students in secondary grades 2-4, conducted in 2000.

A two-stage cluster sample design was used to produce representative data for all of Trujillo. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 95.8%, the student response rate was 85.6%, and the overall response rate was 82.1%. A total of 1277 students participated in the Peru – Trujillo GYTS.

Prevalence

- 48.9% of students had ever smoked cigarettes
- 21.4% currently use any tobacco product
- 19.2% currently smoke cigarettes
- 5.8% currently use other tobacco products
- 25.9% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 14.3% think boys and 13.6% think girls who smoke have more friends
- 10.8% think boys and 9.9% think girls who smoke look more attractive
- 60.3% think smoke from others is harmful to them

Access and Availability - Current Smokers

- 10.8% usually smoke at home
- 64.0% buy cigarettes in a store
- 87.0% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

- 28.1% live in homes where others smoke
- 42.2% are around others who smoke in places outside their home
- 90.3% think smoking should be banned from public places
- 43.7% have one or more parents who smoke
- 13.9% have most or all friends who smoke

Cessation - Current Smokers

- 78.3% want to stop smoking
- 76.5% tried to stop smoking during the past year
- 72.7% have ever received help to stop smoking

Media and Advertising

- 47.4% saw a lot of anti-smoking media messages
- 27.4% saw a lot of pro-cigarette smoking media messages
- 11.3% have an object with a cigarette brand logo
- 10.0% were offered free cigarettes by a tobacco company representative

School

- 57.5% had been taught about the dangers of smoking in class during the past year
- 49.1% had discussed reasons why people their age smoke in class during the past year
- 42.7% had been taught the effects of tobacco use in class

Highlights

- Current cigarette smoking is high; use of other tobacco products is low.
- 1/4 of never smokers are likely to start smoking this year.
- About 9 in 10 students think smoking should be banned in public places.
- ETS exposure is very high—about half of parents smoke.
- Almost 8 in 10 smokers want to stop.
- About half of students saw a lot of anti-smoking media messages; 3 in 10 saw a lot of pro-cigarette smoking media messages.

Recommendations

- It is necessary to reinforce Legislation that bans smoking in public places.
- A youth cessation program is needed.
- Effective tobacco use prevention curricula need to be accessible to more students.

Collaborative study WHO/TFI-CDC-CEDRO



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